



Case Study

ZMS x NEXT

ZMS Zalando
Marketing
Services

Next x ZMS

Optimizing Sales

Next has been a partner of Zalando for many years now, but they wanted to understand whether they would be able to increase overall sales and incremental sales, by incorporating ZMS into their activity. This campaign was coordinated by Tambo, Next's ZMS management partner.

Objectives

- ✓ Grow revenue whilst maintaining Adult categories above 20 ROAS
- ✓ Increase percentage of New Customers
- ✓ Achieve a minimum of 10% incremental sales

Building custom dashboards to ensure insights required

In order for the brand to ensure they had the required insights to enable them to make the right optimization decisions, they built two custom dashboards, which tracked the following by market, gender and commodity groups.

Dashboard included

- ✓ Data Studio Report for ZMS spend, Sales, Impressions, Clicks, CPC, ZMS revenue and ROAS
- ✓ Working with ZMS Managed Service team also incorporate New Customers & Incremental Sales (delivered monthly)
- ✓ Tableau dashboard to report on a ROAS incorporating return rate by commodity group and reporting on incremental sales down to category level.



NEXT achieved their goals through learnings and optimization

Based on careful monitoring of the data, Next was able to take data-driven optimization decisions to improve performance.

>25
ROAS

